

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2007

BU 3203 - BUSINESS COMMUNICATION

AV 9

Date : 05/11/2007

Dept. No.

Max. : 100 Marks

Time : 9:00 - 12:00

PART – A

Answer all the following.

10 x 2 = 20

1. What is Abstract in Report writing?
2. Write short notes on Minutes of Narration?
3. Define Caution Notice?
4. What do you mean by Standing and Adhoc Committees?
5. Define Reprimand Interview?
6. What is Mailing Notations?
7. Define Bill of Entry?
8. Write short notes on Direct Mail Advertising?
9. Write any two characteristics of Speech.
10. What is Office Order?

PART – B

Answer any FIVE of the following.

5 x 8 = 40

11. What is Written Communication? Mention its advantages.
12. Draft an Application for the post of lecturer in department of Computer Science.
13. Explain the function of each of the collection letters written in series.
14. Draft a circular letter to introduce a new product.
15. As an Accountant of M/s Nanchi & Company, Madurai, draft a letter along with the detailed statement of accounts to M/s Arun & Company Chennai asking for the payment of dues.
16. Discuss the characteristics of Good Advertisement.
17. What do you think can be the major objectives of communication? Briefly explain.
18. Enquire of your suppliers about the Price and time of delivery of raincoats, overcoats and Gumboots.

PART – C

Answer any two of the following

2 x 20 = 40

19. What Is Committees? What are the advantages and disadvantages of forming Committees?
20. Draft letters from the following particulars:
 - a) M.B.Vaidya, customer of Mehta & Sons, has neither settled his account with them nor given any reply to their reminders. Mehta & Sons write a sympathetic letter to M.B.Vaidya inquiring whether he is in difficulty and suggesting payment by installments.
 - b) M.B.Vaidya explains why he has not been able to settle the account, appreciates the mode of payment suggested by Mehta & Sons and encloses a cheque for one-third of his debt
21. Draft a letter of promotion along with terms and conditions to be sent to Mr.Rahul for the post of Assistant Secretary in the shares Department.
